

North Kitsap Tourism Coalition
Bainbridge Island 2016 LTAC Final Report
January 20, 2016

1. Summarize activities.

The 2016 Bainbridge Island Lodging Tax award of \$8,000 contributed to the overall year-long activities of online marketing and promotion of tourism in North Kitsap and Bainbridge Island. None of those funds were contributed specifically to the Spirits & Spirits event budget.

Bainbridge events promoted with NKTC Facebook posts, emails, and videos included the Mochi Tsuki, Chilly Hilly Bike Ride, Girls Night Out, Grand Old 4th, Spirits & Spirits, BI Studio tour/Christmas in the Country and other winter holiday activities. Bainbridge Island tourism was also promoted on the website with the NKTC What's your Sanctuary-Bainbridge Island video.

2. Reference project objectives. Achieved? Why or why not? Unexpected outcomes?

Project Objective 1: *Increase awareness of the North Kitsap Peninsula, including Bainbridge Island, as a destination and identify and employ methodologies to increase the number of visitors and duration of stays.* Our ongoing promotion of North Kitsap and Bainbridge Island focused on activities and events. We continued to refine our target demographic based on response to our social media, email, website and video campaigns.

Project objective 2: *Obtain 1000 qualified email newsletter subscribers and target market directly to them.* We began 2016 with 50 email subscribers, and by year's end had 527, so we were halfway to our goal. However, open rates for our emails average an impressive 80%, which suggests that we have succeeded in reaching a *qualified* list who look forward to learning what is happening in North Kitsap.

Unexpected outcome: at the same time, our Facebook likes went from 200 in January to over 2,400 by the end of December 2016. We also learned from Facebook analytics that the demographic responding to our efforts was overwhelmingly female, aged 30 to 70. We decided to switch our focus from email collection to Facebook interaction, driving viewer to our website and YouTube videos, with excellent results:

People reached – 113,807

Video views - 42,398

Engagements – 5,164

Shares – 588

The What's your Sanctuary-Bainbridge Island video on the NKTC website was promoted on Facebook, reaching 14,221 with 11,153 video views (26% of our total video views)

Project objective 3: *Sponsor and implement the Spirits & Spirits Festival.*

No BI LTAC dollars funded this activity directly, but BI was a beneficiary.

This year NKTC became a sponsoring partner of the annual Port Gamble Paranormal Conference and promoted events in the partner communities: spooky movie on Bainbridge

Island, pub crawl in Poulsbo, Glow in the Dark Treasure Hunt in Kingston and Halloween costume party at the Clearwater Casino, and paranormal investigations in Poulsbo and Port Gamble. It was not possible to accurately track attendance at the pub crawl, costume party or investigations. The Paranormal Conference had 184 attendees, 161 from outside Kitsap County and 75% of whom stayed overnight. The Kingston family event had more than 2,000 in attendance with 19% from outside Kitsap County.

NKTC employed a new tracking methodology at the Kingston Treasure Hunt, putting three mason jars labeled “Kingston”, “Kitsap County” and “Outside Kitsap County” at a central location and asked attendees to drop a bead in to show where they came from. We plan to adapt this fun way of interacting with visitors and collecting information at events in the future that have the potential for a central point of entry, ticket sales or concessions, etc., where the majority of attendees are likely to pass through or congregate.

They also counted the number of cups of cocoa and alcoholic drinks served. NKTC has also been working with several hotels in North Kitsap to establish tracking codes for customers who come for events, and has refined the system for use in 2017.

4. Describe partner involvement and any unexpected cooperative involvement.

Our main partner from BI is the BI Chamber of Commerce. Their Director of Tourism and Marketing is the Treasurer of NKTC and sits on the Board of Directors as well as the Marketing Committee. She is active in decision-making and implementation of the marketing strategy. Several Bainbridge Island businesses offered “spooky specials” during the Spirits & Spirits Festival, including Fletcher Bay Winery, Eagle Harbor Winery, Bainbridge Vineyards, Bainbridge Cinemas, and Best Western PLUS Bainbridge Island Suites. Treehouse Café, Doc’s Marina Grill, Harbour Pub and Plate and Pint helped promote our Boo Sunday (Seahawks football) by handing out special S&S coasters. No BI LTAC dollars funded this activity directly, but BI was a beneficiary.

NKTC was also a sponsoring partner of the Stottlemeyer 30/60 Mountain Bike Race in Port Gamble, but no BI LTAC funds were used directly for expenses in this event.

5. Reference the budget

BI LTAC –	Online Content and Promotion Services	\$8,000
	Spirits & Spirits direct expenses	\$0
	Stottlemeyer 30/60 direct expenses	\$0